NEW MEMBER PROFILE:
1) Name: Carmine Giso
2) Membership Category: Associate
3) Title: Midwest Regional Manager
4) Company: Takeform
5) Company description: Full service providers of high quality interior and exterior signage, way finding services, visual communication boards, company and institutional logos...basically anything on a wall
6) Last book read: Devil in the White City...I finally got to it.
7) Last movie seen: Crazy Stupid Love...(it was the wife's idea, but I absolutely loved it)
8) My Favorite Vacation City/Country: Bonita Springs, Florida....more specifically Barefoot Beach, Bonita Springs, Florida, even more specifically, 100 yards south of Docs Bar and Grill on Bonita Beach, sitting in a beach chair 10 yards from the Gulf with my wife and kids by my side....
9) Favorite Sport and Team: Americas greatest sports franchise....the New England Patriots, the standard for which all sports teams should be measured.
10) What has been the most challenging part of your job recently? And, have you made any changes to try and solve some of those issues? My most difficult challenge is letting know people about the wonderful products and services that we at Takeform offer. We are a wonderful resource for a company or institution that needs a partner that can handle their signage, wayfinding, and environmental branding needs. (And if you do not know what wayfinding is or environmental branding is, we are more than happy to teach you) I have recently begun a campaign to inform and educate facility owners and clients on looking at our product categories in a new perspective. A perspective that allows them to lower their overall cost of ownership in this category and facilitate an easier way to utilize a better designed, engineered, and manufactured signage product in their facilities.
11) What have been the most important steps in your life (schools, jobs, etc.) that have led you to where you are today? The first important step was my answering an advertisement in my Junior year of college that was looking for someone that could create spreadsheets, power point presentations, and a database for the Sales and Marketing division of a manufacturing company. My college was the first in the nation to mandate that students own a personal computer and know the fundamentals of these computer applications. It was 1992, I was 20, and that position led ultimately to full time employment with that company. My work experience nurtured my love and skill for the consultative sales approach and ultimately forged my career. (And by the way that step led me to my first business lessons.....negotiating is an art and it shouldn't be taken lightly and that information is the most valuable commodity there is. Why so important you ask?) The position unbeknownst to me was being offered at $30 an hour in with an expected need for 30-40 hours of what they deemed in their own minds as "strong" computer skills back in 1992. When I was presented with the job duties they asked me what I imagined as a salary
for myself and the hours I would need to complete them. I told them I could do the job for $12 an hour and do what they needed within 10 hours a week. My boss hired me on the spot. I was wrong on the time it really needed, I did it in half the time. (What can I say? I was 20, went into the situation not knowing the details and without asking them anything) Second important step was when that same boss several years later asked me to go to Chicago for a convention where I eventually met my wife and moved to this great city 3 years later.

13) Many people who work within the FM world have to act as “leaders” in their jobs. What do you think makes a good leader, and have you done anything recently that has made you a leader? There has never been a task, objective, or business situation that I have ever shied away from. I handle each and every situation with a straight forward approach regardless of how difficult it may be. I cherish the opportunity to work with our clients and help them with their issues regarding signage or one of our other products. I like to take the lead in every project I work with and make sure the client is meeting all of their goals and objectives.

14) A year from now, what will you have hoped to accomplish, professionally or personally? Professionally, I want to make sure we are increasing our market share here in Chicago two fold. Personally, I want to be at the weight of that naive 20 year old and have his hairline.